To: 1200 - New York Region (SCULLYA)
From: McHugh, Michael
Posted: 12/16/97 10:23
Opened: 12/16/97 16:49
Subject: FWRD: FW: MARLIN NEWS AND SAMPLE CHANGE

mgm

Al:

Read Book as info.

Mike

========== <Forwarded Letter> ==========
From: Gray, Avis P.
To: MCHUGHM
Subject: FW: MARLIN NEWS AND SAMPLE CHANGE INFO
Posted: 12/15/97 16:31
Priority: Normal Priority

Some of you did not receive these documents via E-mail. I am sending them again.

Frank Petto

[[MARSMPL.DOC : 2881 in MARSMPL.DOC]] [[NEWS.DOC : 2882 in NEWS.DOC]]

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Source: https://www.industrydocuments.ucsf.edu/docs/kxhy0000

12/11/97

To: All MARLIN Users

As all of you are aware, Cigarette Outlets continue to grow rapidly and are becoming increasingly important to the retail cigarette business. Consequently, the representation of these stores in the MARLIN sample needs to continue to increase.

Adding more CO's to the sample is costly. One method of funding this important endeavor is to cut back sample stores in less important, declining segments of the business -- and that's what we plan to do in '98.

There are two areas in which these cuts will occur:

1) Low volume importance stores
2) Supermarkets, where MARLIN has historically been over-sampled due to the abundance of IRI scanner stores

The reduction in low volume stores (removing 37 stores - Total US) is a minor change and will have little, if any, effect on the MARLIN data even at the Region level.

The reduction of Supermarkets (dropping 930 stores) is also expected to have minimal impact on shares at the national level. Even with this reduction in sample, MARLIN will still be over-sampled in Supermarkets and, importantly, key chains will still be represented.

For some Regions, it is likely we will see changes in share level (SM and potentially AO) from December, '97 to January '98 as these 930 Supermarkets are dropped from the sample. (Stores will be dropped on a forward basis only - history will not be restated.) Please note that CG, OO and CO levels/trends will not be affected in any way by this change.

At this point, we don't have an estimate of the potential SM and AO share level impact. However, we expect to be able to provide this information in advance of delivery of January MARLIN data.

Along with the reduction in the SM sample in January, we intend to implement the needed boost in the CO sample to better represent this growing segment of the business. Details will be provided later.

Jeannie Marshall
Business Strategy and Planning

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Source: https://www.industrydocuments.ucsf.edu/docs/kxhy0000